

International Market Insight

DENMARK

BROUGHT TO YOU BY THE U.S. COMMERCIAL SERVICE: WWW.USATRADE.GOV

Eco-Labeling in the Danish Market

Kevin Knagg
12/17/2000

Background

Within Europe a common eco-label has emerged which acts to signify those products which are regarded as "environmentally friendly:" the EU-flower has established itself as the Europe wide standard for environmentally friendly products. The Nordic region (while actively supporting the EU-flower initiative) has also developed its own standard mark, the Nordic Swan, which acts as a further "bench-mark" for eco-friendly products.

The Nordic Swan

Given the popularity of legislation and products which actively protect the environment within Denmark, it is little surprise that the Danish Environmental Protection Agency (Danish EPA) has been fully supportive of regional and continental efforts to provide eco-labelling for consumers. Such labels enable consumers to identify the greenest products within a product group, and are regarded as a safe and simple way of providing such information to the consumers and the professional purchasers.

The strength of the environmental movement within the Nordic region is exemplified by the fact the Nordic Swan actually pre-dates the EU-flower as a form of eco-labelling: the Swan came into existence in 1989 (with Denmark joining in 1997) whilst the EU-flower became the eco-label for the European Union only in 1992. While there are differences between the two eco-labels (in terms of requirements), both guarantee that the labeled product generally follows a number of fundamental guidelines. Examples of these guidelines (which vary between different product lines) include:

- No use of ozone-depleting substances
- No or very small concentrations of heavy metals
- Reduced use of dangerous chemicals
- Energy savings
- Recycling and minimization of waste

The product should also be of at least the same quality as corresponding products. The producer, retailer or importer applying for eco-labelling must document that their product complies with these requirements. If a product complies with the criteria, the applicant is awarded a license for marketing the product with the eco-label. Eco-labelling Denmark grants the license.

The criteria are based on an evaluation of the environmental load from cradle-to-grave for the various product groups. This means that the major environmental problems caused by the products are identified and the level of the different requirements is set accordingly. The criteria are usually revised on a 3-year basis, to ensure that the products still develop in a more environmental friendly direction. When the requirements for a product group are revised, all labeled products must obtain a new approval in order to keep its eco-label.

Opportunities for US Companies

Given the enormous popularity of the environmental movement within Denmark, the Nordic Swan is a very valuable product mark which differentiates those with the label from those without for consumers and effects their choices accordingly. Currently the Nordic Swan has granted 985 licenses, of which 385 are licensed directly from the Danish office. There are still many products which are given the Nordic license but as yet are not licensed directly from Denmark: products as diverse as PCs, Printers and Fax Machines fit into this category. There are also a number of product groups which, as of yet have no Nordic Swans awarded (and thus represent an ideal market opportunity for US companies): these sectors include Car Washes, Motor Boats, Lap-Top PCs and Windows (insulation). There are also a number of product groups which are currently under examination in relation to the requirements any product must meet: these include Photo-Production, Goods Transportation, Cleaning Services and others (a full list is available at the web-address given below).

Contact Information

For further information on regulations relating to the Flower or the Swan:

Danish EPA,
Cleaner Products Division,
Strandgade 29,
1201 Copenhagen K.
tel (45) 32 66 01 00
e-mail mst@mst.dk

Eco-Labeling Denmark,
Gladsaxe Mollevej 15,
2860 Soborg.
tel (45) 39 69 35 36
e-mail info@ecolabel.dk
www.ecolabel.dk

For additional information concerning the above please contact CS Copenhagen:

Kevin James Knagg,
Commercial Specialist,
American Embassy,
Commercial Section,
Dag Hammarskjolds Alle 24,
Copenhagen 2100,
Denmark.
tel: (+45) 35 55 31 44 (ext 271)

fax:(+45) 35 42 01 75
e - mail: kevin.knagg@mail.doc.gov

Rizwan Khaliq
Senior Commercial Officer
American Embassy,
Commercial Section,
Dag Hammarskjolds Alle 24,
Copenhagen 2100,
Denmark.
tel: (+45) 35 55 31 44 (ext 270)
fax:(+45) 35 42 01 75
e-mail: rizwan.khaliq@mail.doc.gov

Commercial Service Copenhagen, Denmark is part of the worldwide network of the U.S. & Foreign Commercial Service, with the mission of helping U.S. firms with the export of their goods and services. To accomplish this mission, FCS Copenhagen conducts a number of services, including the Gold Key Service, which includes arranging meetings with potential Danish distributors, agents, or joint venture partners. For information on the Gold Key or other USDOC services, contact the U.S.-based Export Assistance Center nearest you, or contact us at (45) 35 55 31 44, fax: (45) 35 42 01 75, or email: copenhagen.office.box@mail.doc.gov. We are also on the web at www.usatrade.gov

IMI Customer Satisfaction Survey

U.S. Department of Commerce
International Trade Administration
The Commercial Service

The U.S. Department of Commerce would appreciate input from U.S. businesses that have used this CCG report in conducting export market research. Please review the privacy statement / disclaimers at the bottom of this Web site. Please take a few moments to complete the attached survey and fax it to 202/482-0973, mail it to QAS, Rm. 2002, U.S. Department of Commerce, Washington, D.C. 20230, or Email: [Internet\[Opfer@doc.gov\]](mailto:Internet[Opfer@doc.gov]).

* * * About Our Service * * *

1. Country covered by report: _____

Industry/title: _____

Commerce domestic office that assisted you (if applicable):

2. How did you find out about the IMI service?

- ☐ Direct mail
- ☐ Recommended by another firm
- ☐ Recommended by Commerce staff

- ☐ Trade/state/private newsletter
- ☐ Department of Commerce newsletter
- ☐ Other (specify): _____

3. Please indicate the extent to which your objectives were satisfied:

- 1-Very satisfied
- 2-Satisfied
- 3-Neither satisfied nor dissatisfied
- 4-Dissatisfied
- 5-Very dissatisfied
- 6-Not applicable

- ☐ Overall objectives
- ☐ Accuracy of information
- ☐ Completeness of information
- ☐ Clarity of information
- ☐ Relevance of information
- ☐ Follow-up by Commerce representative

4. In your opinion, did using the IMI service facilitate any of the following?

- ☐ Decided to enter or increase presence in market
- ☐ Developed an export marketing plan
- ☐ Added to knowledge of country/industry
- ☐ Corroborated market data from other sources
- ☐ Decided to bypass or reduce presence in market
- ☐ Other (specify): _____

5. How likely would you be to use the IMI service again?

- ☐ Definitely would
- ☐ Probably would
- ☐ Unsure
- ☐ Probably would not
- ☐ Definitely would not

6. Comments:

* * * About Your Firm * * *

- 1. Number of employees: ☐ 1-99 ☐ 100-249 ☐ 250-499
☐ 500-999 ☐ 1,000+
- 2. Location (abbreviation of your state only): _____
- 3. Business activity (check one):
 - ☐ Manufacturing
 - ☐ Service
 - ☐ Agent, broker, manufacturer's representative

☐ Export management or trading company
☐ Other (specify): _____

4. Value of export shipments over the past 12 months:

☐ Less than \$10K
☐ \$11K-\$100K
☐ \$101K-\$500K
☐ \$501K-\$999K
☐ \$1M-\$5M
☐ More than \$5M

May we call you about your experience with the IMI service?

Contact name: _____

Phone: _____

Fax number: _____

Email: _____

Thank you--we value your input!

This report is authorized by law (15 U.S.C. 1512 et seq., 15 U.S.C. 171 et seq.). While you are not required to respond, your cooperation is needed to make the results of this evaluation comprehensive, accurate, and timely. Public reporting burden for this collection of information is estimated to average ten minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to Reports Clearance Officer, International Trade Administration, Rm. 4001, U.S. Dept. of Commerce, Washington, D.C. 20230, and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0625-0217), Washington, D.C. 20503.

FORM ITA 4130P-I (rev. 5/95)
OMB. No. 0625-0217; Expires 05/31/02

IMI Customer Satisfaction Survey

U.S. Department of Commerce
International Trade Administration
The Commercial Service

The U.S. Department of Commerce would appreciate input from U.S. businesses that have used this CCG report in conducting export market research. Please review the privacy statement / disclaimers at the bottom of this Web site. Please take a few moments to complete the attached survey and fax it

to 202/482-0973, mail it to QAS, Rm. 2002, U.S. Department of Commerce, Washington, D.C. 20230, or Email: Internet[Opfer@doc.gov].

* * * About Our Service * * *

1. Country covered by report: _____

Industry/title: _____

Commerce domestic office that assisted you (if applicable):

2. How did you find out about the IMI service?

- ☐ Direct mail
- ☐ Recommended by another firm
- ☐ Recommended by Commerce staff
- ☐ Trade/state/private newsletter
- ☐ Department of Commerce newsletter
- ☐ Other (specify): _____

3. Please indicate the extent to which your objectives were satisfied:

- 1-Very satisfied
- 2-Satisfied
- 3-Neither satisfied nor dissatisfied
- 4-Dissatisfied
- 5-Very dissatisfied
- 6-Not applicable

- ☐ Overall objectives
- ☐ Accuracy of information
- ☐ Completeness of information
- ☐ Clarity of information
- ☐ Relevance of information
- ☐ Follow-up by Commerce representative

4. In your opinion, did using the IMI service facilitate any of the following?

- ☐ Decided to enter or increase presence in market
- ☐ Developed an export marketing plan
- ☐ Added to knowledge of country/industry
- ☐ Corroborated market data from other sources
- ☐ Decided to bypass or reduce presence in market
- ☐ Other (specify): _____

5. How likely would you be to use the IMI service again?

- ☐ Definitely would
- ☐ Probably would
- ☐ Unsure
- ☐ Probably would not
- ☐ Definitely would not

6. Comments:

* * * About Your Firm * * *

1. Number of employees: __ 1-99 __ 100-249 __ 250-499
__ 500-999 __ 1,000+

2. Location (abbreviation of your state only): _____

3. Business activity (check one):

☐ Manufacturing

☐ Service

☐ Agent, broker, manufacturer's representative

☐ Export management or trading company

☐ Other (specify): _____

4. Value of export shipments over the past 12 months:

☐ Less than \$10K

☐ \$11K-\$100K

☐ \$101K-\$500K

☐ \$501K-\$999K

☐ \$1M-\$5M

☐ More than \$5M

May we call you about your experience with the IMI service?

Contact name: _____

Phone: _____

Fax number: _____

Email: _____

Thank you--we value your input!

This report is authorized by law (15 U.S.C. 1512 et seq., 15 U.S.C. 171 et seq.). While you are not required to respond, your cooperation is needed to make the results of this evaluation comprehensive, accurate, and timely. Public reporting burden for this collection of information is estimated to average ten minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to Reports Clearance Officer, International Trade Administration, Rm. 4001, U.S. Dept. of Commerce, Washington, D.C. 20230, and to the Office of Information and Regulatory Affairs, Office of Management and

Budget, Paperwork Reduction Project (0625-0217), Washington, D.C.
20503.

FORM ITA 4130P-I (rev. 5/95)

OMB. No. 0625-0217; Expires 05/31/02

INTERNATIONAL COPYRIGHT, U.S. & FOREIGN COMMERCIAL SERVICE AND U.S. DEPARTMENT OF STATE,
2000. ALL RIGHTS RESERVED OUTSIDE OF THE UNITED STATES.